



[Abstract of the Disclosure]

[Summary]

Provided are an advertising method and system using a printing apparatus. The advertising system includes a layout setter that provides layout information regarding document data and advertisement data to be printed on paper, a document data processor that creates print data for a document by converting document data into predetermined printing apparatus description language based on layout information provided by the layout setter, the document data made using a predetermined application program, an advertisement data processor that creates print data for advertisement by processing predetermined advertisement data according to a layout information provided from the layout setter, and a combining unit that combines the print data for a document sent from the document data processor and the print data for advertisement sent from the advertisement data processor to creates print data including advertisement.

[Represanative Drawing]

Fig. 2